



*Brief yourself on the project you will critique. Take several minutes to read the project description and observe the artwork and reflect on the questions below.*

*Name project creator and project title: Nafis Shoe Diva*

*Name of designer giving critique: Nathan Yampolsky*

### **QUESTIONS pt 1: Clarification and Intent**

► *What problem was the designer trying to solve or what goal were they trying to achieve?*

The problem the designer was trying to solve was the anxiety and awkwardness that come along with asking somebody what brand, or where they so happened to acquire a certain pair of shoes. Also the designer had in mind that some people don't like to share this kind of information so this app provides a more feasible way of getting that information.

► *How did the designer try to solve that problem or achieve that goal?*

Shoe Diva solves this issue by allowing the user to simply snap a pic of the shoe and be presented by a slew of shoes and means to acquire them.

► *How effective is what the designer did at solving the problem or achieving the goal?*

Everything in the application is suited to solve this goal. It takes out the difficulty of being outgoing, leaving you to be able to snap a quick pic find a match and keep it moving.

► *Why is or isn't what the designer did effective?*

What might not be as effective is having a music matching system. It seems a bit of a stretch for an application that has little to do with music. Some might find it tacked on and not really use it. I feel it would do better possibly as its own app.

**QUESTIONS pt 2: Digging Deeper**

- *Are there any problems the designer could or should have solved, but didn't?*

There don't seem to be any big issues to be solved for an application such as this. Its very well thought out.

- *Do any new problems arise as a result of the choices the designer made?*

The only problem I see is somebody might not like you taking a picture of their shoes. This is something I dont really see being too strong of an issue however.